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## **BIG IS HERE: Ultimate Dinosaurs Hatch at MPM**

**A new breed of never-before-seen dinosaurs meets cutting-edge technology  
in this large-scale interactive exhibit**

**Milwaukee, Wis.** – The largest land predator **ever** to live on Earth makes his debut at the Milwaukee Public Museum on February 7<sup>th</sup>. The arrival of the newly discovered *Giganotosaurus*, also known as *T. rex*'s bigger and badder cousin, is just the beginning of what attendees will see at ***Ultimate Dinosaurs***, a temporary exhibit which features 20 dinosaur specimens, including 17 full cast skeletons, from unusual locations across the Southern Hemisphere. Milwaukee is just the fourth stop in the world for the *Ultimate Dinosaurs* exhibit, which will leave the United States and travel to Ottawa, Canada, when its run at the Milwaukee Public Museum comes to an end on May 15<sup>th</sup>.

*Ultimate Dinosaurs* showcases some of the most spectacular dinosaur discoveries and cutting-edge scientific research from the last two decades. Evolved in isolation in the Southern Hemisphere, this exhibit reveals bizarre, unusual dinosaurs unknown to most Americans. Through the use of augmented reality technology, full-scale dinosaurs are transformed into flesh-covered, animated beasts. This same technology highlights the continental drift that altered the landscape of the prehistoric world, setting the stage for the evolution of these bizarre creatures. *Ultimate Dinosaurs* seeks to answer the questions *Why are dinosaurs from the Southern Hemisphere so unique and bizarre? Why don't they look like the dinosaurs from North America we are all familiar with?*

"This isn't your typical dinosaur exhibit," said Dennis Kois, President and CEO of the Milwaukee Public Museum. "*Ultimate Dinosaurs* features incredible, never-before-seen dinosaurs in their native environments combined with state-of-the-art technology to layer virtual experiences over what you see in front of you. The technology transforms the dinosaurs from intricately detailed skeletons to moving, living animals. It's a powerful example of how augmented reality can bring history and science to life."

The exhibition tells the story of the break-up of supercontinent Pangaea into the continents that we know today and the ways that continental drift affected the evolution of dinosaurs during the Mesozoic Era, 250–65 million years ago. As Pangaea divided first into Laurasia in the north and Gondwana in the south, and later into the many continents we know today, dinosaurs were passengers on these drifting land

masses. Visitors to *Ultimate Dinosaurs* will discover that an amazing diversity of species evolved as a result of this phenomenon. Dinosaurs' imposed geographic location helped promote their evolution into an incredible array of unusual forms that dominated wherever they lived.

In addition to seeing the specimens, learning more about the adaptations that made them unique and using augmented reality technology to make them come to life, visitors to *Ultimate Dinosaurs* can expect hands-on activities that will help them explore physical characteristics like crests and frills, stride patterns, and more.

### **Visitor Information**

*Ultimate Dinosaurs* is open to the public from Sunday, February 7 through Sunday, May 15, 2016 at the Milwaukee Public Museum. Admission is \$24 for adults, \$20 for seniors and \$18 for kids (5–13). Children 4 and under are free. Every ticket price includes admission to both *Ultimate Dinosaurs* and MPM's permanent exhibit galleries. You can also get tickets at <http://www.mpm.edu/>.

### **About the Milwaukee Public Museum**

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Daniel M. Soref National Geographic Theater and Planetarium. The museum houses more than 4 million objects and hosts nearly half a million visitors each year.

The MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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